



**Bruce Trail**  
**CONSERVANCY**  
IROQUOIA CLUB

## **Publicity and Public Education Director**

The Iroquoia Bruce Trail Club is seeking a dynamic and enthusiastic individual to join our team as a Publicity Director. The Publicity Director will be responsible for forging partnerships with community organizations and local event organizers, managing a team of volunteers, and promoting the Iroquoia Bruce Trail Club through various media channels.

### **Key Responsibilities**

- Partner with community organizations and local event organizers to secure booth presence at various events.
- Recruit, train, and manage a group of volunteers who will support the Club's presence at community events.
- Develop and maintain relationships with local newspapers, radio stations, and other media outlets.
- Plan and coordinate the logistics for the Club's participation in community events, including setting up booths, organizing materials, and ensuring a smooth operation.
- Collaborate with the Club's Communications Director to promote events and activities online.
- Track and report on the effectiveness of publicity efforts by gathering feedback from volunteers and event attendees.

### **Qualifications**

- Previous experience in community engagement, event planning, or public relations is preferred. Familiarity with local media outlets and experience in media relations, would be an asset.
- Excellent verbal and written communication skills with the ability to create compelling promotional materials and engage with diverse audiences.
- Strong organizational and time management skills with the ability to manage multiple tasks and projects simultaneously.
- A genuine interest in outdoor activities, conservation, and the mission of the Iroquoia Bruce Trail Club.

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Applicants are asked to apply by submitting a Bruce Trail Conservancy volunteer application, indicating interest in the role on the application. Volunteer applications can be found [here](#).